



MAGNOLIA AVENUE STREETSCAPES PROJECT

BWSC

BARGE
WAGGONER
SUMNER &
CANNON, INC.[®]



CITY OF KNOXVILLE
MADELINE ROGERO, MAYOR

Complete Streets Design Guidelines

July 2009

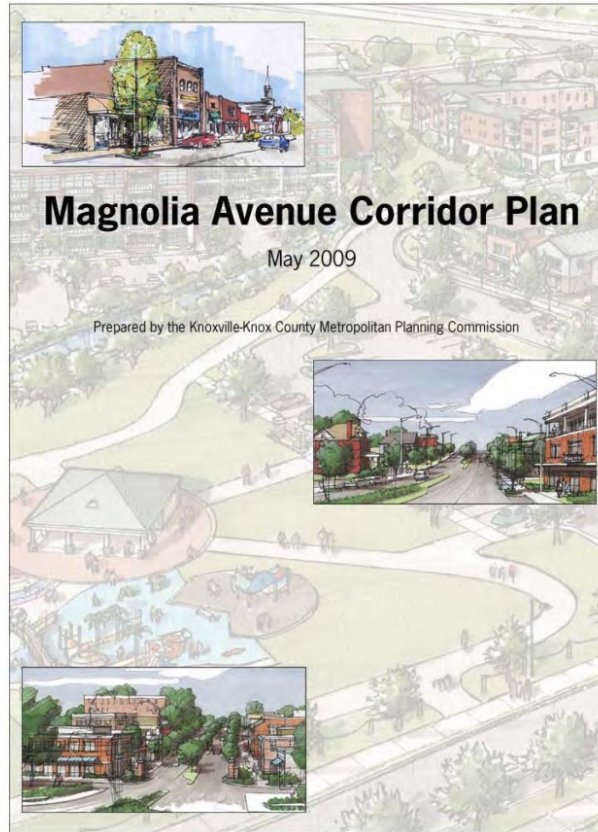


MAGNOLIA AVENUE WAREHOUSE DISTRICT

REDEVELOPMENT AND URBAN RENEWAL PLAN



KCDC
Knoxville's Community Development Corporation



Magnolia Avenue Corridor Plan

May 2009

Prepared by the Knoxville-Knox County Metropolitan Planning Commission

MU-CC3 • MU-CC4 • MU-CC5 • MU-CC6

Magnolia Avenue Corridor Area



1. Introduction

The Knoxville-Knox County Metropolitan Planning Commission and other partners in the area west of First Creek to the north of the city of Knoxville, Tennessee, are working to develop a comprehensive plan for the Magnolia Avenue Corridor. This plan is intended to guide the development of the corridor and to ensure that it is a vibrant, walkable, and sustainable community. The plan is based on the following principles:

1. Extend the corridor to the north, from the downtown area to the north end of the corridor.
2. Consider a tax-increment financing program to assist private investment and development in the area.
3. Transform Magnolia Avenue into a complete street: create better defined bike lanes, continue street tree planting, define on-street parking and consider landscaped and a "road diet" west of Cherry Street.
4. Develop a form code that allows compatible development to the area's pre-1950 historic resources. Because of the extensive post-1950 commercial development, an interim zoning ordinance should be considered to begin to realize the mix of uses and architectural improvements.
5. Encourage redevelopment of low-intensity, auto-oriented uses to meet the intentions of this plan.
6. Create standards for landscaped parks and locations for future development to achieve the beautification that is associated with the future development.
7. Create standards for buffers between commercial property and adjoining residential properties.

MU-CC5

Recommendations:

1. Extend the corridor to the north, from the downtown area to the north end of the corridor.

1. Extend the corridor to the north, from the downtown area to the north end of the corridor.
2. Consider a tax-increment financing program to assist private investment and development in the area.
3. Transform Magnolia Avenue into a complete street: create better defined bike lanes, continue street tree planting, define on-street parking and consider landscaped and a "road diet" west of Cherry Street.
4. Develop a form code that allows compatible development to the area's pre-1950 historic resources. Because of the extensive post-1950 commercial development, an interim zoning ordinance should be considered to begin to realize the mix of uses and architectural improvements.
5. Encourage redevelopment of low-intensity, auto-oriented uses to meet the intentions of this plan.
6. Create standards for landscaped parks and locations for future development to achieve the beautification that is associated with the future development.
7. Create standards for buffers between commercial property and adjoining residential properties.

MU-CC6

The Rail Corridor: After nearly a century of railroad-oriented uses, this area has changed. Vacant and underutilized resources, particularly the former building mills, form a distinct edge between the Hill of Fame gateway and the Park Ridge neighborhood. A mix of higher density residential, wholesale commercial, and utility uses should be fostered. The First Creek gateway can be a catalyst for reuse and redevelopment. The mixed use proposal will allow reuse of Standard MUs for residential use, which should be sought.

Recommended Zoning:

C-6: General Commercial Park District
M-2: Restricted Manufacturing and Warehousing District
O-3: Office Park District
R-1 and R-2: Planned Residential Districts

CITY SECTOR PLAN • LAND USE: PROPOSED MIXED USE DISTRICTS

MU-EC1:

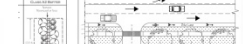
Magnolia Avenue (Cherry Street to Chilhowee Park)

allowed along Magnolia Avenue. Current zoning, largely the C-3 General Commercial, would allow continued use of existing residential, office and retail commercial structures of other existing structures that are transformed to comply with the proposed form code. (not long term or Consider Overlay Districts)

Temporary interim zoning is advised, which could create the form code landscaping, reduce building setbacks that would be defined under a form code. This could address the need that is present today.

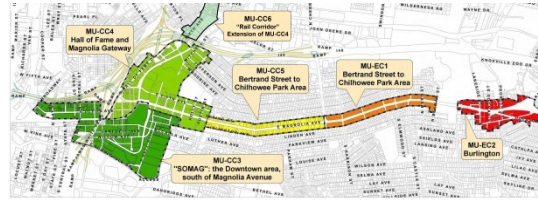
1. and locations for future development to achieve the beautification that is associated with commercial property and adjoining residential properties.

to increase financing or a flexible program to assist private investment and redevelopment



Cherry Street to Chilhowee Park proposed development

as compatible development to the area's pre-1950 historic resources.



This area is characterized by the historic, well-preserved, historic Park City. The historic area is located in the downtown area, south of the downtown area, in the downtown area.



The street scene shows a variety of historic and modern buildings, which can be transformed to public open space. The area could be transformed to public open space with buildings along the street and a mix of historic and modern buildings.

Transportation Improvements

Transform Magnolia Avenue into a complete street: create better defined bike lanes, continue street tree planting, define on-street parking and consider landscaping

Enhance the rail corridor

Aerial view of Magnolia Avenue corridor for the development of the corridor

Aerial view of Magnolia Avenue corridor for the development of the corridor

PREVIOUS STUDIES



MAGNOLIA AVENUE STREETSCAPES PROJECT

OPPORTUNITY NODES

VISION:

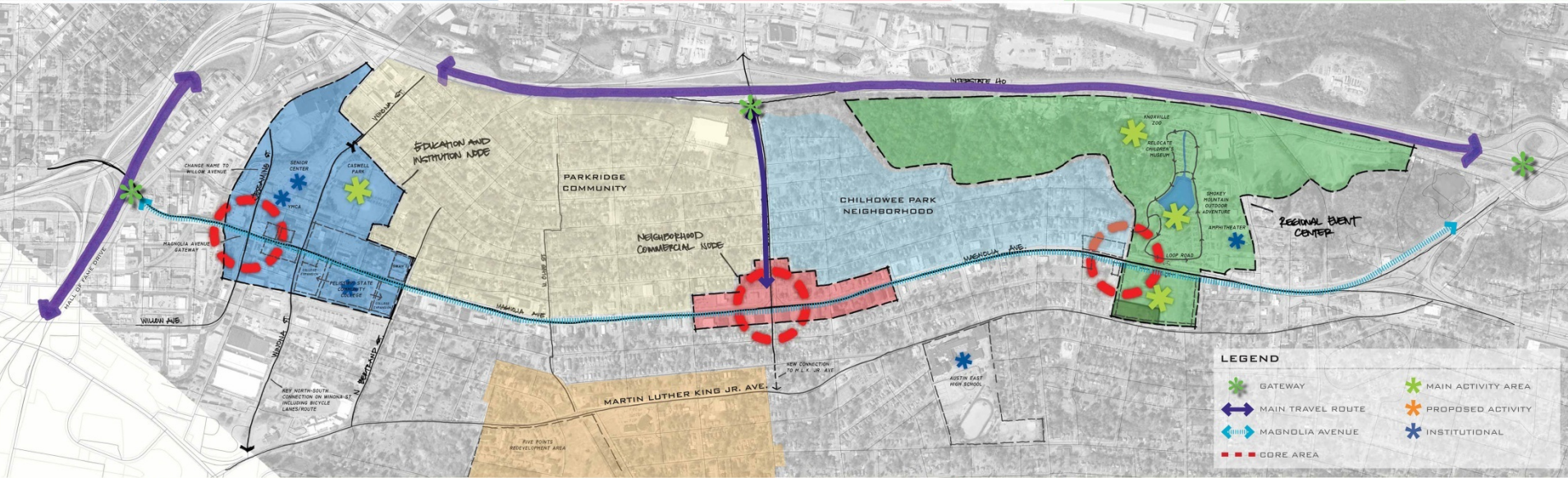
FORM A GATEWAY FROM DOWNTOWN KNOXVILLE TO MAGNOLIA AVENUE AND ENHANCE THE MULTI-MODAL TRANSPORTATION NODE TO ENSURE A SAFER PEDESTRIAN EXPERIENCE.

VISION:

STRENGTHEN THE AREA'S BUSINESS AND NEIGHBORHOOD ENVIRONMENT.

VISION:

ENHANCE THE EXPERIENCE AT CHILHOWEE PARK AND THE ZOO WITH AN ORGANIZED, EXPANDED COLLECTION OF OUTDOOR ACTIVITIES AND GREEN SPACES.



ACTION ITEMS:

- ESTABLISH A SYSTEMATIC WAYFINDING PROGRAM FOR THE PARKS, PSCC, AND THE ZOO
- EXTEND FIRST CREEK GREENWAY INTO DOWNTOWN
- CONNECT TO DOWNTOWN AND SURROUNDING PLACES OF INTEREST TO CREATE A NETWORK OF REGIONAL FACILITIES
- PELLISSIPPI STATE COMMUNITY COLLEGE PARTNERSHIP WITH THE CITY OF KNOXVILLE
- BALANCED POLICE PRESENCE
- ENCOURAGE SITE SPECIFIC REDEVELOPMENT

ACTION ITEMS:

- ESTABLISH A SYSTEMATIC WAYFINDING PROGRAM FOR RETAIL, ZOO AND PSCC
- MAGNOLIA AVENUE STREETSCAPE ENHANCEMENT
- LOCATE A CONNECTION TO MLK BOULEVARD THAT HAS A FOCUS ON MULTI-MODAL ACCESSIBILITY
- CREATE ZONING ENHANCEMENTS TO ENCOURAGE MIXED USE DEVELOPMENT AND REINVESTMENT
- LOCATE KEY REDEVELOPMENT SITES WITHIN THE AREA

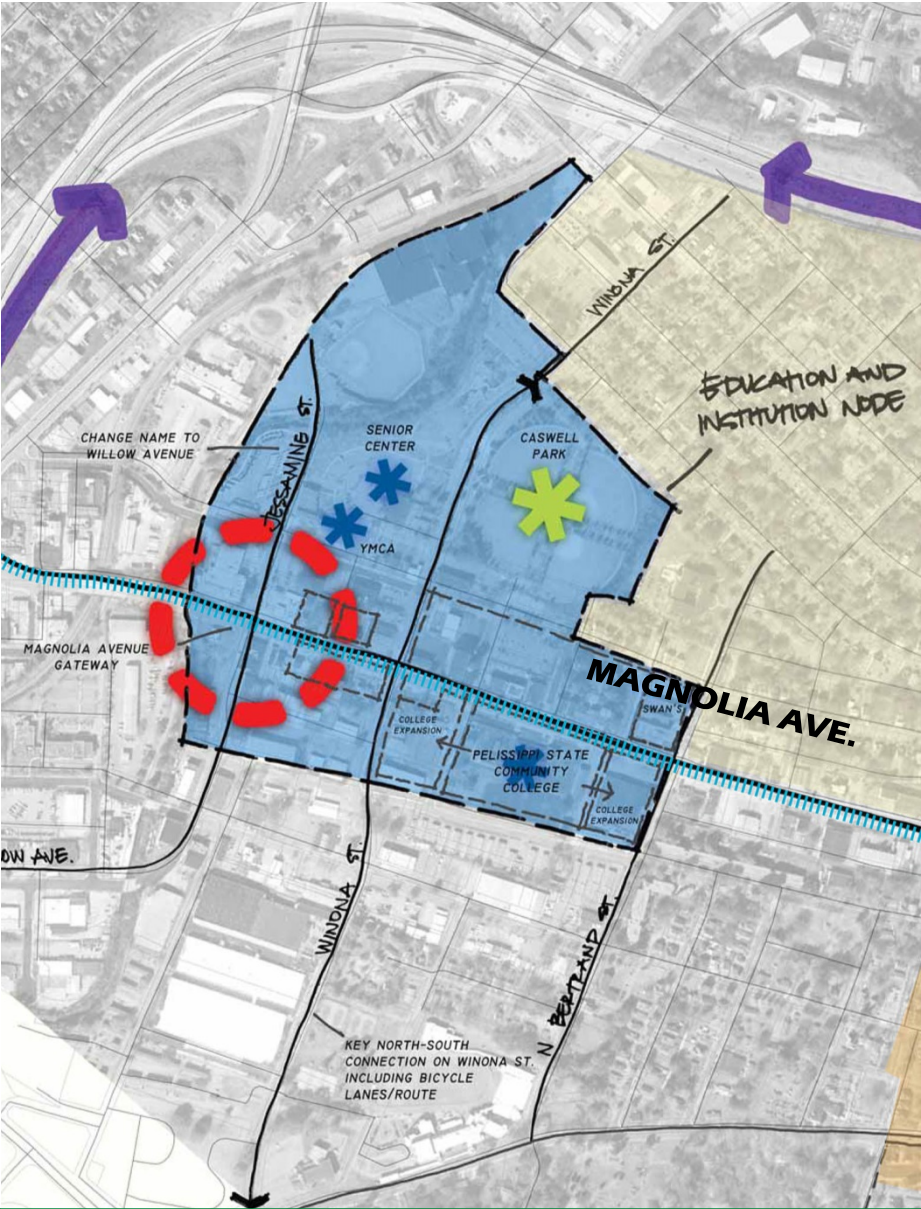
ACTION ITEMS:

- ESTABLISH A SYSTEMATIC WAYFINDING PROGRAM FOR RETAIL AND INSTITUTIONAL NODE
- OPEN MAIN ENTRANCE TO CHILHOWEE PARK AND OPEN MEDIAN TO ALLOW FOR TWO WAY TRAFFIC
- CREATE COMPREHENSIVE PARK MASTER PLAN FOR CHILHOWEE PARK TO GUIDE FUTURE LAND USES AND DEVELOPMENT
- BETTER ACCOMMODATE BOTH ZOO AND THE FAIR
- ENHANCE BUS / TRANSIT SUPER STOP AT KIRKWOOD TO REFLECT NEW INVESTMENT
- DEVELOP A NEIGHBORHOOD PARK ALONG MARTIN LUTHER KING JR. BOULEVARD

MAGNOLIA AVENUE STREETSCAPES PROJECT



EDUCATIONAL AND INSTITUTIONAL



VISION:

FORM A GATEWAY FROM DOWNTOWN KNOXVILLE TO MAGNOLIA AVENUE AND ENHANCE THE MULTI-MODAL TRANSPORTATION NODE TO ENSURE A SAFER PEDESTRIAN EXPERIENCE.

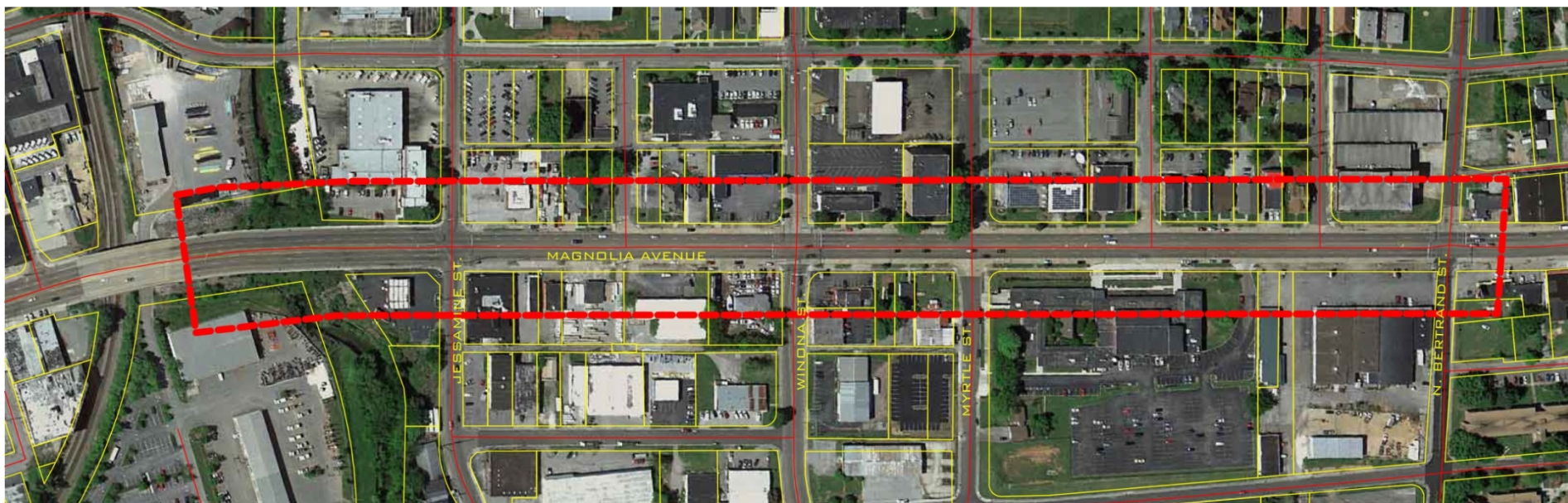
ACTION ITEMS:

- ESTABLISH A SYSTEMATIC WAYFINDING PROGRAM FOR THE PARKS, PSCC, AND THE ZOO
- EXTEND FIRST CREEK GREENWAY INTO DOWNTOWN
- CONNECT TO DOWNTOWN AND SURROUNDING PLACES OF INTEREST TO CREATE A NETWORK OF REGIONAL FACILITIES
- PELLISSIPPI STATE COMMUNITY COLLEGE PARTNERSHIP WITH THE CITY OF KNOXVILLE
- BALANCED POLICE PRESENCE
- ENCOURAGE SITE SPECIFIC REDEVELOPMENT

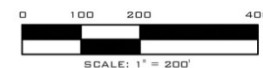
MAGNOLIA AVENUE STREETSCAPES PROJECT



MODEL BLOCK SELECTION / EXTENTS



- Continuation of downtown revitalization
- Presence of public investment
- Presence of existing private investment
- Positioned for additional private investment



MAGNOLIA AVENUE STREETSCAPES PROJECT

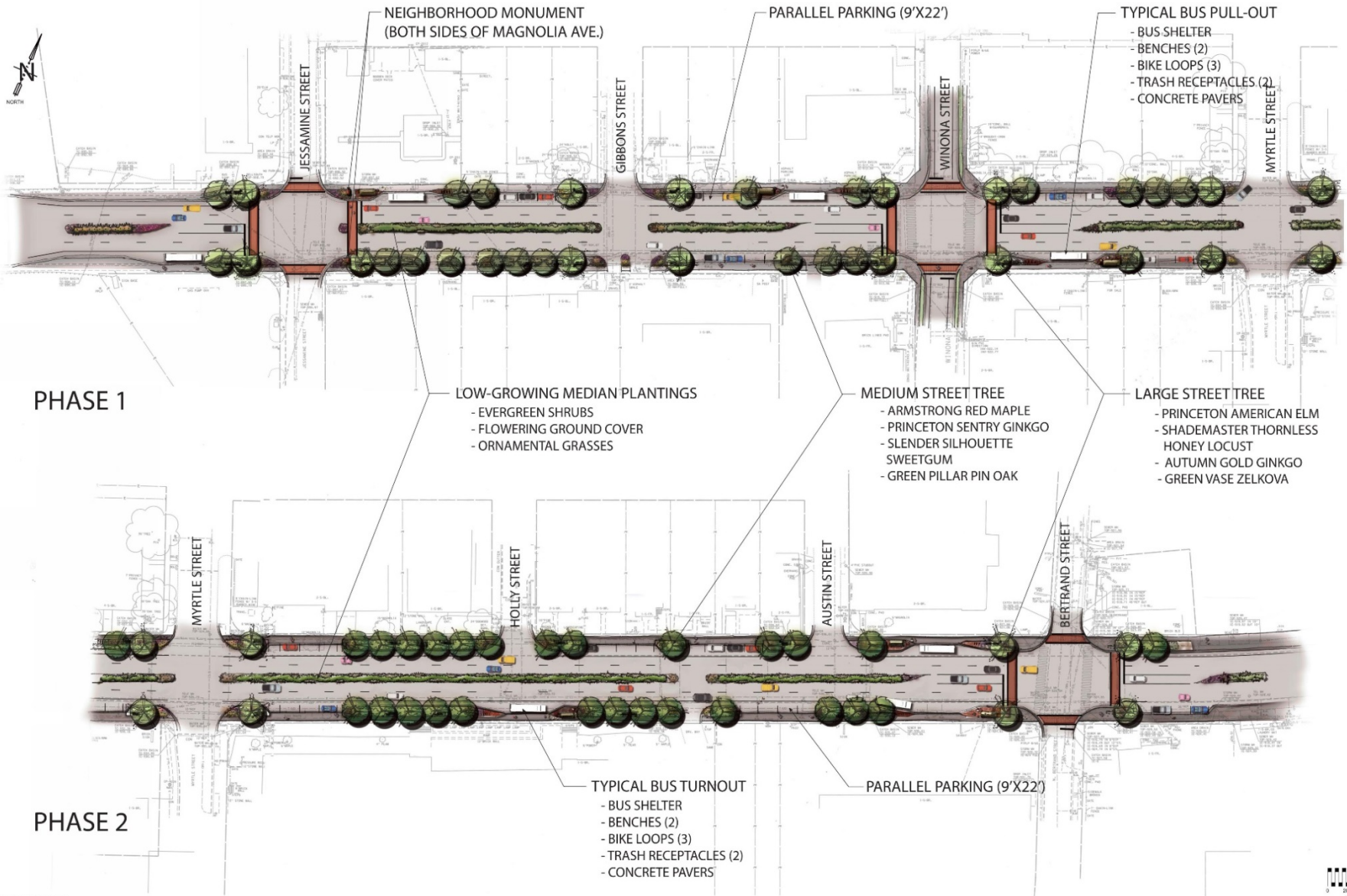


MODEL BLOCK ILLUSTRATION



MAGNOLIA AVENUE STREETSCAPES PROJECT





PLAN VIEW



MAGNOLIA AVENUE STREETSCAPES PROJECT

BWSC

BARGE
WAGGONER
SUMNER &
CANNON, INC.®



MAGNOLIA AVENUE STREETScape ~ TYPICAL STREET CROSS SECTION

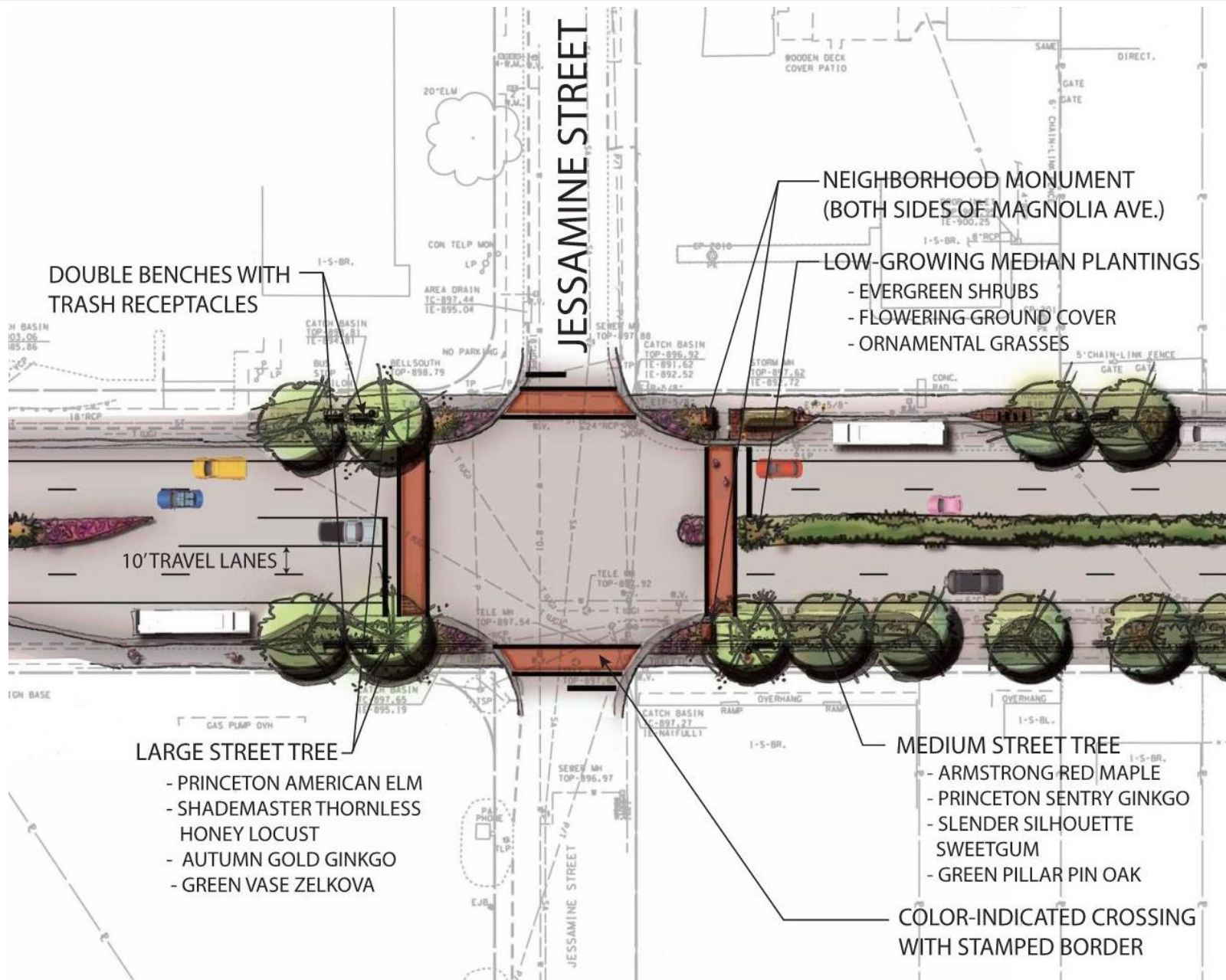


MAGNOLIA AVENUE STREETSCAPES PROJECT

BWSC

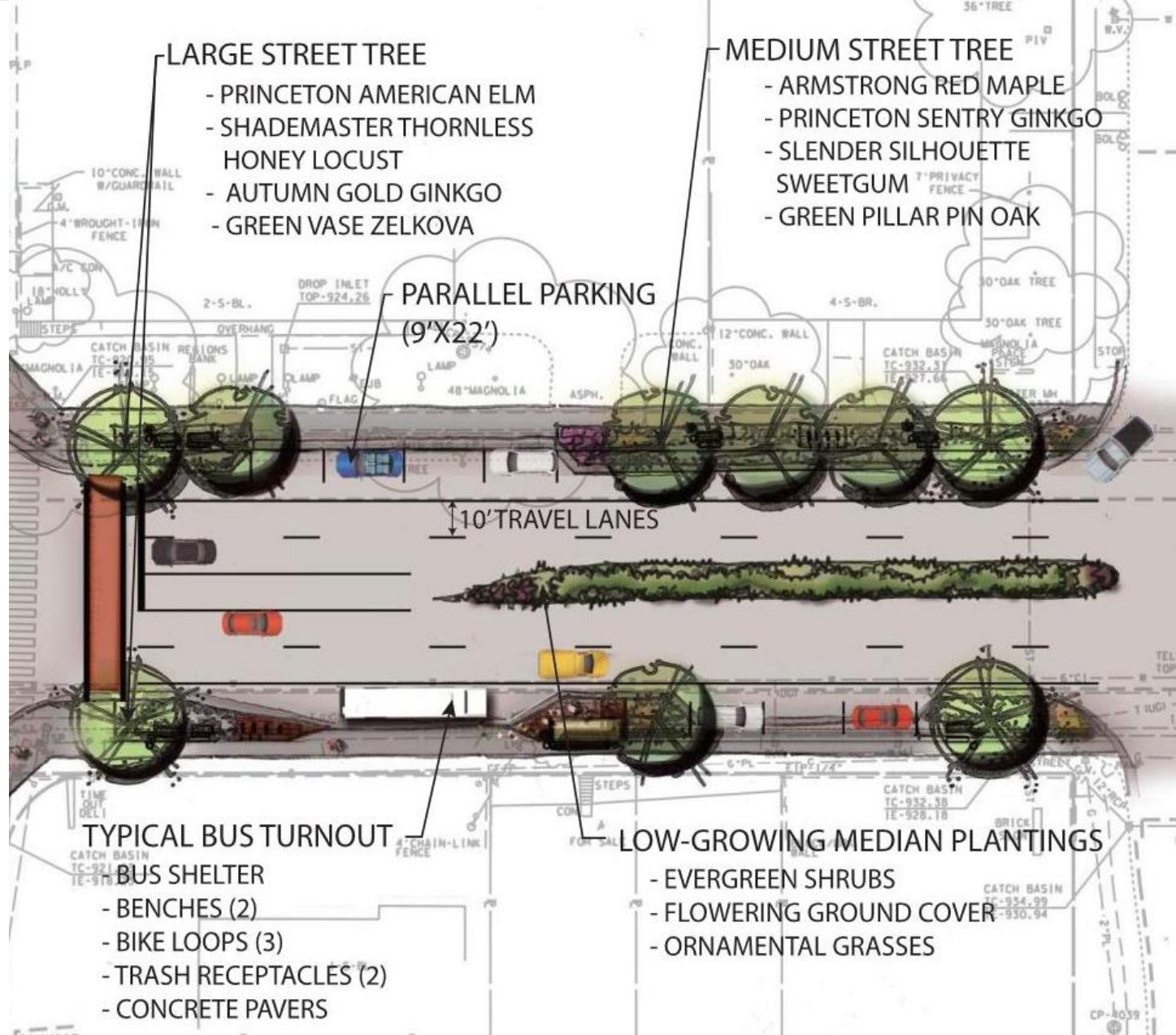
BARGE
WAGGONER
SUMNER &
CANNON, INC.®





MAGNOLIA AVENUE STREETSCAPES PROJECT





MAGNOLIA AVENUE STREETSCAPES PROJECT

MAGNOLIA AVENUE - PROPOSED IMPROVEMENTS

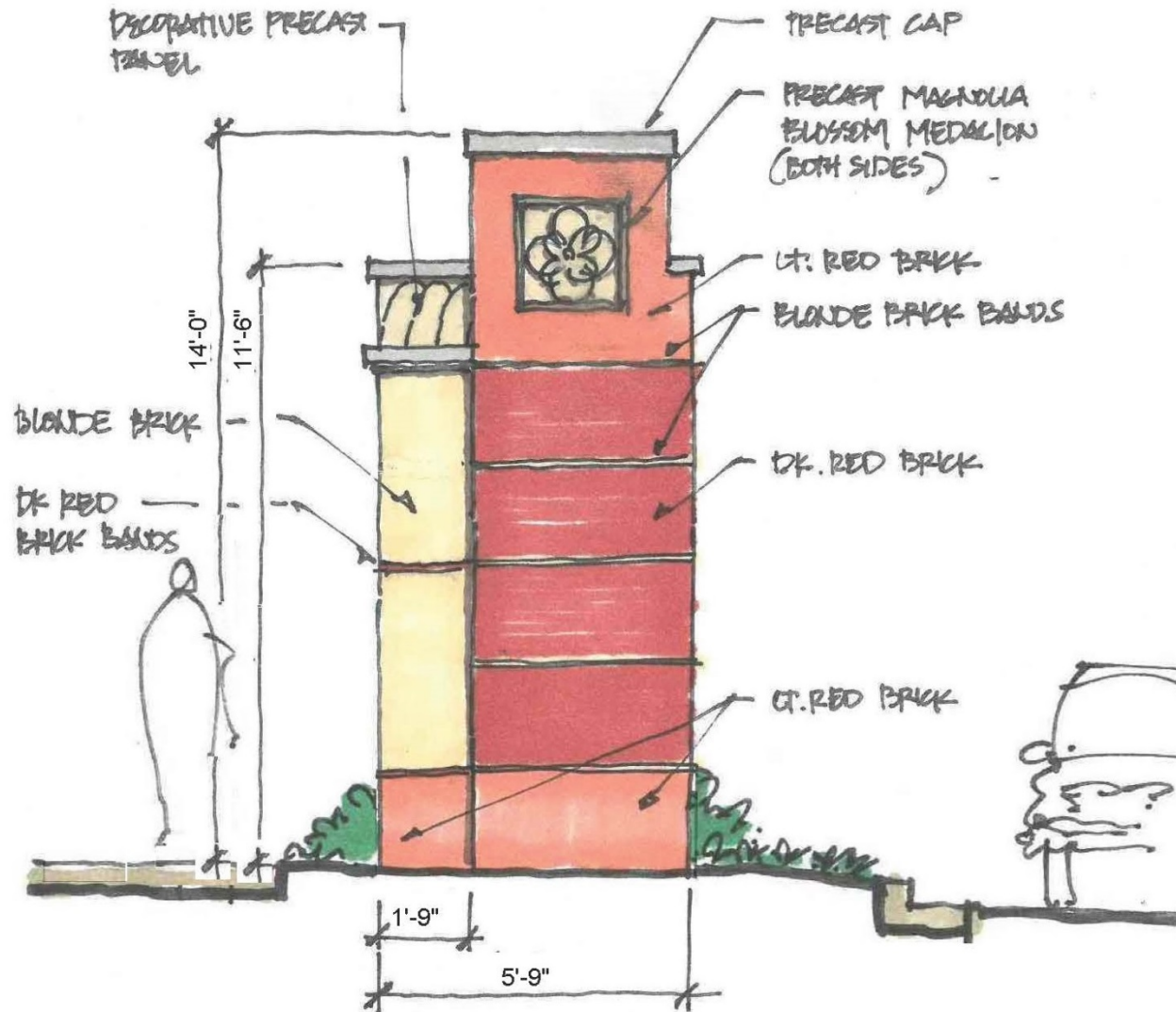


MAGNOLIA AVENUE - BEFORE IMPROVEMENTS

MAGNOLIA AVENUE STREETSCAPES PROJECT



Proposed Gateway Monument Alternative MAGNOLIA AVENUE STREETSCAPE



MAGNOLIA AVENUE STREETSCAPES PROJECT

BWSC

BARGE
WAGGONER
SUMNER &
CANNON, INC.



NEXT STEPS

✓ Public meeting – Provide feedback

City Review and Approval of Final Design Plans

- Both Phase I and II (Summer 2016)

Utility Coordination Meeting

- Both Phase I and II

100% Construction Plans and Specifications

- Phase I Bid (End of 2016)
- Phase I Construction (Beginning of 2017)
- Phase II based on funding availability in FY 2017/18



QUESTIONS AND COMMENTS



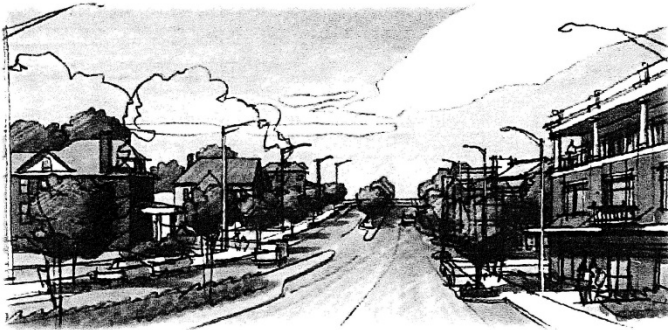
MAGNOLIA AVENUE STREETSCAPES PROJECT

MODEL BLOCK - PUBLIC MEETING

Thursday, January 21, 2016 - 5:30 pm

John T. O'Connor Center

611 Winona Street, Knoxville, TN 37917



COMMENTS:

NAME

ADDRESS

E-MAIL

PHONE: WORK

 HOME

CELL

Comments on the proposed improvements can also be mailed to Bryan Berry, Project Manager (see reverse side) or e-mailed to: bberry@knoxvilletn.gov. Please send written comments by February 4, 2016. If you have any questions regarding this project, please contact us at 865-215-2029.

MAGNOLIA AVENUE STREETSCAPES PROJECT



Search For Anything

City of Knoxville » Government » City Departments & Offices » **Redevelopment**

Redevelopment

Annexation Policy
Development Incentives
Downloadable Forms
Downtown Design Guidelines
Review Board
Downtown Summit

Form Based Code
Administration
Project Areas
Redevelopment Partner
Agencies
Urban Land Institute (ULI)
EPA Cleanup Grant
Applications

Redevelopment Director

Dawn Michelle Foster
dmfoster@knoxvilletn.gov
(865) 215-2607

400 Main St., Room 655
Knoxville, TN 37902



Anne Wallace
Deputy Director of Redevelopment
Room 655, City County Building
865-215-2644
awallace@knoxvilletn.gov

Bryan Berry
Project Manager
Room 655, City County Building
865-215-2543
bberry@knoxvilletn.gov

PROJECT AREAS:

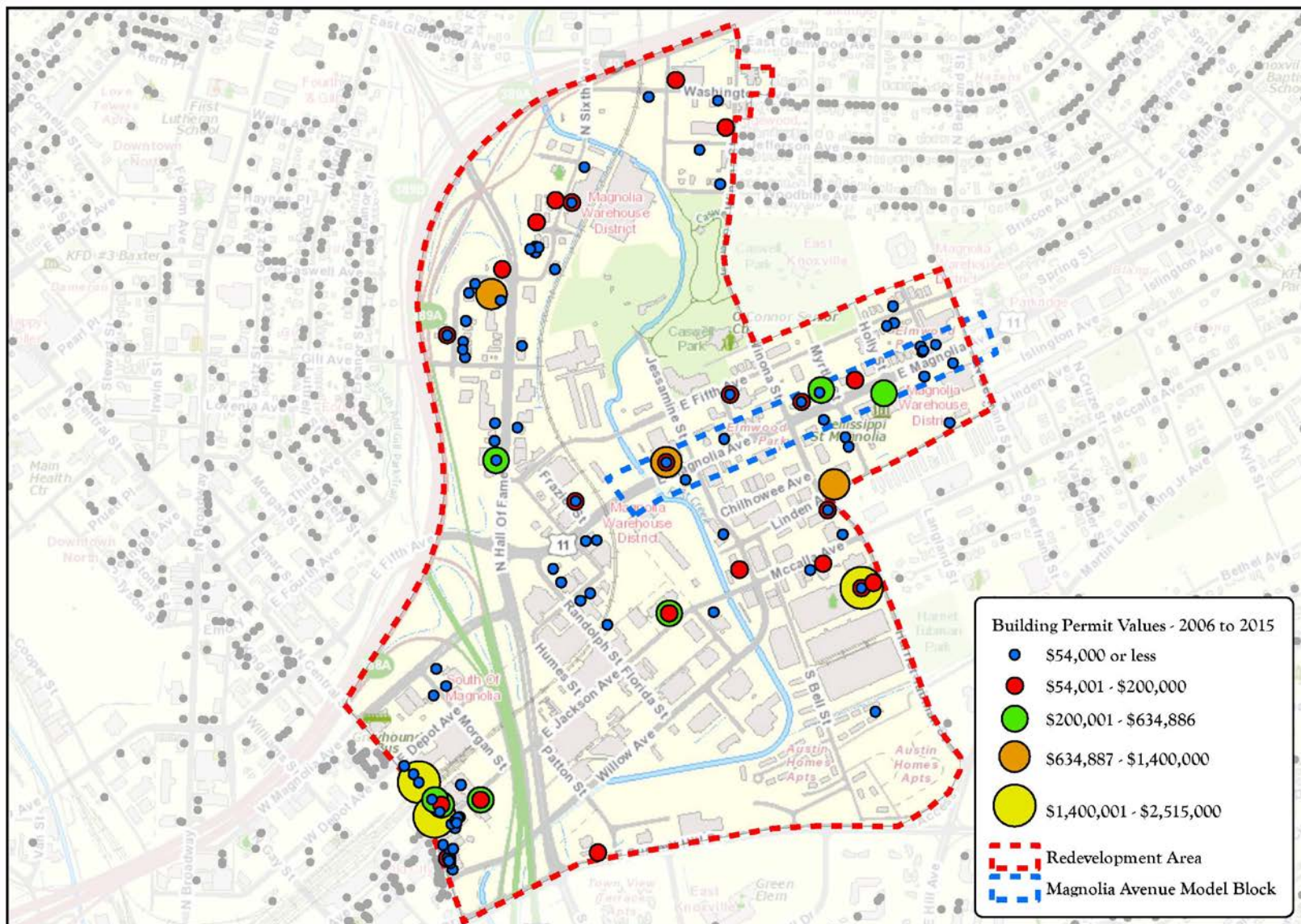
Cumberland Avenue Corridor Project
Downtown North
Downtown Wayfinding Signage Project
Gay Street 700 Block Streetscape [PDF]
I-275 Business Park Access Improvements Project [PDF]
Jackson Avenue Projects
Lonsdale Neighborhood [PDF]
Magnolia Avenue Streetscape Plan

[Martin Luther King Jr. Corridor Plan \[PDF\]](#)

MAGNOLIA AVENUE STREETSCAPES PROJECT

http://www.knoxvilletn.gov/government/city_departments_offices/redevelopment/





MAGNOLIA AVENUE WAREHOUSE DISTRICT

 CITY OF KNOXVILLE

MAGNOLIA AVENUE STREETSCAPES PROJECT



MAGNOLIA AVENUE WAREHOUSE DISTRICT - Redevelopment and Urban Renewal Area

Annual Development Activity by Dollar (\$) Amount, 2006 to 2015

TOTAL	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	10-Year Total
New	\$0	\$0	\$0	\$45,000	\$0	\$0	\$1,880,000	\$0	\$2,530,000	\$1,250	\$4,456,250
Renovation	\$514,000	\$333,500	\$389,859	\$1,166,487	\$2,793,807	\$225,708	\$708,361	\$4,977,830	\$702,704	\$517,135	\$12,329,391
Demolition	\$0	\$59,500	\$500	\$9,840	\$11,000	\$1,000	\$10,000	\$63,500	\$14,200	\$45,000	\$214,540
Net Total	\$514,000	\$274,000	\$389,359	\$1,201,647	\$2,782,807	\$224,708	\$2,578,361	\$4,914,330	\$3,218,504	\$473,385	\$16,571,101

RESIDENTIAL	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	10-Year Total
New	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,515,000	\$0	\$2,515,000
Renovation	\$5,000	\$44,500	\$0	\$634,987	\$6,300	\$6,560	\$0	\$146,630	\$2,000	\$88,934	\$934,911
Demolition	\$0	\$0	\$500	\$0	\$11,000	\$0	\$0	\$0	\$0	\$0	\$11,500
Net Total	\$5,000	\$44,500	-\$500	\$634,987	-\$4,700	\$6,560	\$0	\$146,630	\$2,517,000	\$88,934	\$3,438,411

NON-RESIDENTIAL	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	10-Year Total
New	\$0	\$0	\$0	\$45,000	\$0	\$0	\$1,880,000	\$0	\$15,000	\$1,250	\$1,941,250
Renovation	\$509,000	\$289,000	\$389,859	\$531,500	\$2,787,507	\$219,148	\$708,361	\$4,831,200	\$700,704	\$428,201	\$11,394,480
Demolition	\$0	\$59,500	\$0	\$9,840	\$0	\$1,000	\$10,000	\$63,500	\$14,200	\$45,000	\$203,040
Net Total	\$509,000	\$229,500	\$389,859	\$566,660	\$2,787,507	\$218,148	\$2,578,361	\$4,767,700	\$701,504	\$384,451	\$13,132,690

Source: MPC Building Permits.



An aerial photograph of a city street intersection, likely Magnolia Avenue in Knoxville. The street is wide with multiple lanes, including a dedicated bike lane on the right. A green rectangular overlay at the bottom of the image contains the project name and logos. The scene includes cars, a bus, cyclists, and pedestrians under a cloudy sky.

THANK YOU

MAGNOLIA AVENUE STREETSCAPES PROJECT

BWSC

BARGE
WAGGONER
SUMNER &
CANNON, INC.[®]



CITY OF KNOXVILLE
MADELINE ROGERO, MAYOR